

To: Purchia, Liz[Purchia.Liz@epa.gov]
From: Davis, Jay
Sent: Thur 8/13/2015 8:02:15 PM
Subject: FW: FOR EOC: Facebook/Twitter posts on CO data

Fyi, sounds like the landing page for all of the data might be ready later today, but could be tomorrow instead.

I think it will be a good asset to have.

From: Hart, Daniel
Sent: Thursday, August 13, 2015 3:04 PM
To: Purchia, Liz
Cc: EOC Public Information; Davis, Jay; Orquina, Jessica; Harrison, Melissa; Lee, Monica; StClair, Christie
Subject: RE: FOR EOC: Facebook/Twitter posts on CO data

No. it's the correct chain. You're about to use social media to send people to a page that's not going to be a good page to send them. That's one day's worth of info, we're creating a landing page for all data. I'm suggesting you wait

Daniel (Danny) Hart | Acting Director of Web Communications | Office of Public Affairs | U.S. EPA |
Tel:202.564.7577 | cell: 202.365.7095

From: Purchia, Liz
Sent: Thursday, August 13, 2015 3:02 PM
To: Hart, Daniel
Cc: EOC Public Information; Davis, Jay; Orquina, Jessica; Harrison, Melissa; Lee, Monica; StClair, Christie
Subject: RE: FOR EOC: Facebook/Twitter posts on CO data

Wrong chain. This is about FB/Twitter, not data

From: Hart, Daniel
Sent: Thursday, August 13, 2015 3:01 PM
To: Purchia, Liz
Cc: EOC Public Information; Davis, Jay; Orquina, Jessica; Harrison, Melissa; Lee, Monica; StClair, Christie
Subject: Re: FOR EOC: Facebook/Twitter posts on CO data

We're mocking up a data page with data viewer in map form. This will be a better link to send folks.

It won't be ready in the next few mins however. But letting you know in case you'd rather wait.

In short the link you're sending folks to is not going to be the best link for data long term.

Daniel (Danny) Hart | Acting Director of Web Communications | Office of Public Affairs | U.S. EPA | [Tel:202.564.7577](tel:202.564.7577) | cell: [202.365.7095](tel:202.365.7095)

On Aug 13, 2015, at 2:49 PM, Purchia, Liz <Purchia.Liz@epa.gov> wrote:

EOC – please approve ASAP. Want to send from @EPA FB and Twitter.

From: Davis, Jay
Sent: Thursday, August 13, 2015 1:44 PM
To: Purchia, Liz
Subject: Facebook/Twitter posts on CO data

Hi Liz,

Here are two tweets and a Facebook post to help get our Colorado data out to more people. They would post to the main Facebook and Twitter accounts this afternoon.

TWITTER:

Chart: #AnimasRiver water quality north of #Durango. See charts & data for #Silverton south: <http://www2.epa.gov/goldkingmine/epa-statement-colorado-data-gold-king-mine-release>. [[POST THE BAKERS BRIDGE CHART FROM THAT SAME PAGE DIRECTLY INTO TWITTER]]

We're monitoring #AnimasRiver for 24 metals. Chart shows data just south of spill. More data: <http://www2.epa.gov/goldkingmine/epa-statement-colorado-data-gold-king-mine-release>

[[POST THE A72 CHART FROM THAT SAME PAGE DIRECTLY INTO TWITTER]]

FACEBOOK:

Our data shows that water quality in the Animas River has returned to pre-event conditions, from Silverton to Durango. We're analyzing the water for 24 different metals, including arsenic, cadmium, lead and mercury. The chart below shows the declined presence of five of these metals at Bakers Bridge, north of Durango. See our most recent charts and data for Colorado here: <http://www2.epa.gov/goldkingmine/epa-statement-colorado-data-gold-king-mine-release>.

[[POST THE BAKERS BRIDGE CHART FROM THAT SAME PAGE DIRECTLY INTO FACEBOOK]]

Jay L. Davis

Advisor for Digital Strategy and Engagement

U.S. Environmental Protection Agency

Davis.Jay@epa.gov

Desk: 202-564-0204

Cell: 202-748-3316